



Activision Announces Long-Term Exclusive Publishing Partnership with Spark Unlimited

Santa Monica, Ca - April 16, 2003 - Activision, Inc. (Nasdaq: ATVI) announced today that the company has signed an exclusive, long-term agreement to publish games developed by Spark Unlimited, a newly formed studio comprised of 28 of the individuals who developed titles in the Medal of Honor™ console and PC series, including several of the production leads. Members of the Spark team have worked on such best-selling games as Medal of Honor Frontline™, Medal of Honor Allied Assault™, Medal of Honor™ Underground and Medal of Honor.

Under the terms of the agreement, Spark will develop three console-based games for Activision that will be released on multiple platforms. The first title, which will be released under the Call of Duty™ brand, will be a first-person action game that is slated for release in 2004.

"Spark is an incredibly talented developer," said Larry Goldberg, executive vice president of Activision Worldwide Studios. "The team members have an impressive track record of making first-person action games. Through this alliance, we will be able to continue delivering fantastic titles on the console platforms for many years to come."

"We are very excited about forming this partnership with Activision," said Craig Allen, Chief Executive Officer of Spark Unlimited. "Our goal is to create innovative titles that deliver uniquely realistic and entertaining gaming experiences. To do that, we have developed proprietary tools and licensed technology so our artists, game designers, animators, and sound engineers will have an unparalleled ability to directly impact every element of our game. Activision's commitment to Spark demonstrates their desire to support high-quality, artistically driven titles and we look forward to working together to create a number of really great games."

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, Scandinavia and the Netherlands. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

The statements contained in this release that are not historical facts are "forward-looking statements". The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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